

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A data display control device comprising:

a database storing a plurality of text data with at least a first length;

search means for searching the database for at least one piece of text data with the first length, based on an input search key;

a hardware display including a display area configured to display text data from the database, the display area having a width;

control means for obtaining partial text data with a second length that is smaller than the first length and corresponding to the width of the display area, out of the at least one piece of text data found by the search means, from the database, and to display the partial text data on the display area; and

scrolling means for horizontally scrolling display of the partial text data and remaining text data on the display area after receiving a command from a user, the remaining text data being all the text data other than the partial text data, the scrolling means obtaining the remaining text data from the database and automatically horizontally scrolling the remaining text data after the partial text data, the scrolling means automatically vertically scrolls other pieces of text data after automatically horizontally scrolling the remaining text data after the partial text data.

Claim 2 (Canceled).

Claim 3 (Previously Presented): The data display control device according to claim 1, wherein the control means obtains a text data part, that is larger than the second length and smaller than the first length, out of the at least one piece of text data found by the search

means, with the text data part added to the partial text data, from the database, and to perform horizontal scroll display on the display area.

Claim 4 (Previously Presented): The data display control device according to claim 1, wherein the control means controls to obtain a prescribed maximum number of data, out of a plurality of data found by the search means, from the database and temporarily store the prescribed maximum number of data in a storage medium, and displays a part of the prescribed maximum number of data on the display in accordance with a height of the display.

Claim 5 (Currently Amended): A data display control method comprising:
searching a database for at least one piece of text data out of text data with a first length, based on an input search key, the database storing a plurality of text data with at least the first length;

obtaining partial text data with a second length that is smaller than the first length and corresponding to a width of a display, out of the at least one piece of text data found in the searching, from the database, and to display the partial text data on the display in a display area having a height of one line of text data; ~~and~~

horizontally scrolling display of the partial text data and remaining text data on the display area after receiving a command from a user, the remaining text data being all the text data other than the partial text data, the horizontally scrolling including obtaining the remaining text data from the database and automatically horizontally scrolling the remaining text data after the partial text data; and

automatically vertically scrolling other pieces of text data after automatically horizontally scrolling the remaining text data after the partial text data.

Claim 6 (Currently Amended): A computer readable medium including computer executable instructions, wherein the instructions, when executed by a processor, cause the processor to perform a method comprising:

searching a database for at least one piece of text data out of text data with a first length, based on an input search key, the database storing a plurality of text data with at least the first length;

obtaining partial text data with a second length that is smaller than the first length and corresponding to a width of a display, out of the at least one piece of text data found in the searching, from the database, and to display the partial text data on the display in a display area having a height of one line of text data; ~~and~~

horizontally scrolling display of the partial text data and remaining text data on the display area after receiving a command from a user, the remaining text data being all the text data other than the partial text data, the horizontally scrolling including obtaining the remaining text data from the database and automatically horizontally scrolling the remaining text data after the partial text data; and

automatically vertically scrolling other pieces of text data after automatically horizontally scrolling the remaining text data after the partial text data.

Claim 7 (Previously Presented): The data display control device according to claim 1, wherein the display area has a height of one line of text data.

Claim 8 (Previously Presented): The data display control device according to claim 1, further comprising:

speaker means for playing audio content.

Claim 9 (Previously Presented): The data display control device according to claim 8, wherein the text data is a title of the audio content.

Claim 10 (Previously Presented): The data display control device according to claim 8, wherein the text data is a name of an artist performing the audio content.

Claim 11 (Currently Amended): A data display control device comprising:

- a database configured to store a plurality of text data with at least a first length;
- a search unit configured to search the database for at least one piece of text data with the first length based on an input search key;
- a hardware display including a display area configured to display text data from the database, the display area having a width;
- a control unit configured to obtain partial text data with a second length that is smaller than the first length and corresponding to the width of the display area, out of the at least one piece of text data found by the search unit, from the database, and to display the partial text data on the display area; and
- a scrolling unit configured to horizontally scroll display of the partial text data and remaining text data on the display area after receiving a command from a user, the remaining text data being all the text data other than the partial text data, the scrolling unit configured to obtain the remaining text data from the database and to automatically horizontally scroll the remaining text data after the partial text data, the scrolling unit configured to automatically vertically scroll other pieces of text data after automatically horizontally scrolling the remaining text data after the partial text data.

Claim 12 (Canceled).

Claim 13 (Previously Presented): The data display control device according to claim 11, wherein the control unit is configured to obtain a text data part, that is larger than the second length and smaller than the first length, out of the at least one piece of text data found by the search unit, with the text data part added to the partial text data, from the database, and to perform horizontal scroll display on the display area.

Claim 14 (Previously Presented): The data display control device according to claim 11, wherein the control unit is configured to obtain a prescribed maximum number of data, out of a plurality of data found by the search unit, from the database and temporarily store the prescribed maximum number of data in a storage medium, and to display a part of the prescribed maximum number of data on the display in accordance with a height of the display.

Claim 15 (Previously Presented): The data display control device according to claim 11, wherein the display area has a height of one line of text data.

Claim 16 (Previously Presented): The data display control device according to claim 11, further comprising:

a speaker configured to play audio content.

Claim 17 (Previously Presented): The data display control device according to claim 16, wherein the text data is a title of the audio content.

Claim 18 (Previously Presented): The data display control device according to claim 16, wherein the text data is a name of an artist performing the audio content.

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Claim 19 (Canceled).